



For the kind attention of all consumers and dealers of P&G India products

This document shares the updated Maximum Retail Price (MRP)* of products from the portfolio of Procter & Gamble India, in scope of the changes in GST rate slabs recently announced by the Government of India, effective September 22, 2025.

For full list of updated MRP* of products from portfolio of Procter & Gamble India, please click here: <https://in.pg.com/updated-gst-pricing/>

For the detailed list of Oral - B SKUs, please scroll down.

Note: *It is possible that our products may be available in the market with old packaging that may reflect either the old MRP (pre-GST rate change), or the old as well as new MRP. Consumers are advised to check for the new (lower) MRP before purchase, as consumers are entitled to purchase these products at the new MRP (post revised GST slabs) from September 22, 2025.*

*MRP reduction post GST rate revisions, effective 22 September 2025. Please keep checking this list for updates, if any.

*MRP mentioned here is in Indian Rupees, inclusive of all taxes



P&G India's manual Oral Care portfolio is in purview of the GST rate revision, going from 18% GST to 5% GST, effective September 22, 2025.

With this, the benefit of the GST reduction will be passed on to the end consumer as per the following details.

Name of SKU	Old MRP	New MRP*
Oral-B CrissCross Bacteria Blast	89	79
Oral-B CrissCross Bacteria Blast - Pack of 3	198	158
Oral-B CrissCross 3D White Charcoal - Pack of 2	250	220
Oral-B CrissCross Anti-Plaque Medium	80	70
Oral-B CrissCross Anti-Plaque Medium - Pack of 2 (Buy 2 Get 2 Free)	160	140
Oral-B CrissCross Anti-Plaque Neem Medium - Pack of 4 (Buy 2 Get 2 Free)	160	140
Oral-B CrissCross Anti-Plaque Neem Soft - Pack of 4 (Buy 2 Get 2 Free)	80	70
Oral-B CrissCross Anti-Plaque Soft	160	140
Oral-B CrissCross Anti-Plaque Soft - Pack of 4 (Buy 2 Get 2 Free)	160	140
Oral-B CrissCross Deep Clean Medium	50	40
Oral-B CrissCross Deep Clean Soft	50	40
Oral-B CrissCross Deep Clean Soft - Pack of 3	120	99
Oral-B CrissCross Gum Care Medium	90	80
Oral-B CrissCross Gum Care Medium - Pack of 4	190	160
Oral-B CrissCross Gum Care Soft	90	80
Oral-B CrissCross Gum Care Soft - Pack of 4	190	160
Oral-B CrissCross Sensitive Charcoal	70	60
Oral-B CrissCross Sensitive Charcoal - Pack of 3 (Buy 2 Get 1 Free)	140	120
Oral-B CrissCross Sensitive Ultrathin	65	55
Oral-B CrissCross Sensitive Ultrathin - Pack of 3 (Buy 2 Get 1 Free)	130	110
Oral-B 123 Neem	40	35
Oral-B Cavity Defense Bacteria Fighter Soft	30	25
Oral-B Cavity Defense Charcoal Soft - Pack of 4	120	105
Oral-B Cavity Defense Neem Soft - Pack of 4	120	106
Oral-B Cavity Defense Bacteria Fighter Medium	30	25
Oral-B Cavity Defense Charcoal Medium - Pack of 4	120	105
Oral-B Cavity Defense Bacteria Fighter - Pack of 6	135	120
Oral-B Cavity Defense Clove - Pack of 3	99	88
Oral-B Classic Super Clean	35	30
Oral-B Fresh Clean Charcoal	25	22
Oral-B Fresh Clean Neem	25	22

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Oral-B Fresh Clean Sensitive	25	22
Oral-B Kids Chota Bheem	25	22
Oral-B Kids Chota Bheem - Pack of 3	60	50
Oral-B Kids Mickey	50	44
Oral-B Kids Mickey - Pack of 3	120	100
Oral-B Kids Super Star	20	17
Oral-B Kids Tom & Jerry	79	70
Oral-B Kids Tom & Jerry - Pack of 3	199	175
Oral-B Sensitive Precision Clean	85	75
Oral-B Sensitive Precision Clean - Pack of 4 (Buy 2 Get 2 Free)	170	150
Oral-B Sensitive Pro Clean	60	50
Oral-B Sensitive Pro Clean - Pack of 4	160	140
Oral-B Sensitive Everyday Care	35	30
Oral-B Sensitive Everyday Care - Pack of 5	135	120
Oral-B Sensitive Expert - Pack of 2	280	249
Oral-B Sensitive-X - Pack of 2	260	230
Oral-B Shiny Clean	20	18
Oral-B Shiny Clean Clove	25	22
Oral-B Cross-Action Electric Battery Toothbrush Replacement Heads	299	266
Oral-B Cross-Action Electric Rechargeable Toothbrush Replacement Heads	595	529
Oral-B Cross-Action Electric Rechargeable Toothbrush Replacement Heads - Pack of 4	1150	1023
Oral-B iO Ultimate Clean Electric Rechargeable Toothbrush Replacement Heads - Black	1299	1155
Oral-B iO Ultimate Clean Electric Rechargeable Toothbrush Replacement Heads - White	1299	1155
Oral-B Kids Frozen Electric Rechargeable Toothbrush Replacement Heads	595	529
Oral-B Precision Clean Electric Rechargeable Toothbrush Replacement Heads	499	444
Oral-B Sensitive Clean Electric Rechargeable Toothbrush Replacement Heads	595	529
Oral-B Kids Spiderman Electric Rechargeable Toothbrush Replacement Heads	595	529
Oral-B Kids Star Wars Electric Rechargeable Toothbrush Replacement Heads	999	888

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